CONSUMER RESPONSE UPDATE

July 2003: Issue N°17

Ontario
Ontario Tourism Marketing Partnership Corporation
Partenariat ontarien de marketing touristique

HIGHLIGHTS

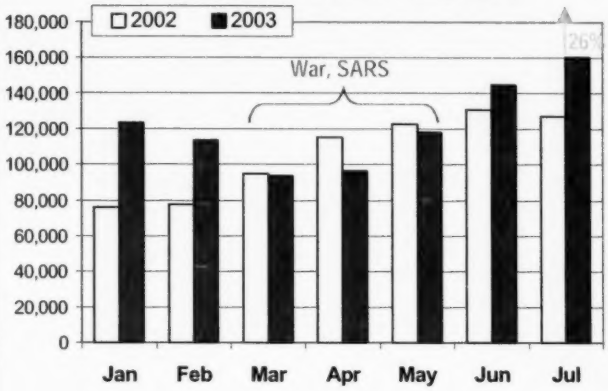
- After a challenging start to the year, consumers visited OTMPC's Web sites and requested its fulfillment pieces in record amounts!
- User sessions at OntarioTravel.net grew 26% in July over July 2002 to a level unparalleled in the past 5 years.
- User sessions at TourismPartners.com reached an all-time high level in July, growing 76% over July 2002.
- July fulfillment requests increased by the thousands, jumping 52% over requests in July 2002.

WEB SITES

CONSUMER SITE – www.OntarioTravel.net

- Looking back on 2003, world events really had an impact on consumer response to OntarioTravel.net.
- User sessions lessened in February with talks of War, and fell well below 2002 levels mid-March through to May amid War and, most notably, SARS in Toronto.
- The last probable case of SARS in Toronto was detected June 12 and by July 2, the World Health Organization (WHO) removed Toronto from its list of areas with SARS.
- Perhaps because of pent-up demand following a period of WHO health officials discouraging travel to Toronto, along with warm, summer weather and increased OTMPC advertising, consumers visited OntarioTravel.net in June, and then July, in record-high levels.
- User sessions at OntarioTravel.net reached nearly 161,000 in July, averaging 5,200 per day and increasing 26% over July 2002.
- User sessions were heaviest in volume in July on Monday the 14th, reaching nearly 7,000 for the day. Monday is typically a day that receives a high volume of user sessions.

User Sessions at Record-High Level in July: Jan - Jul, 2003 vs. Jan - Jul, 2002



REGISTERED CONSUMERS

- As of August 1, 53,900 consumers registered with OntarioTravel.net! Of these registrations, 9%, or 4,700, were generated in July.
- Nearly three-quarters (74%) of registrations were from Canadians. 22% were from Americans.
- To date, nearly 34,000, registered consumers have opted to receive e-marketing material from OTMPC!

PARTNERS SITE –www.TourismPartners.com

- User sessions at TourismPartners.com reached 5,200 in July, marking an all-time high level of user sessions for a one-month period at the site! User sessions at the site were up 76% over July 2002.
- User sessions at the site were highest in July on the 3rd, likely because the Ontario government launched a $5 million Event Marketing and Development Fund July 3, directing those interested to TourismPartners.com for information, guidelines and application forms.
- The most downloaded files from TourismPartners .com in July were OTMPC's Destination Marketing Partnership Fund (2,500 downloads) and Event

Brooke Bateman (416) 314-7551 - - - - - - Sources: EDS, FCB

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Marketing and Development Fund submission guidelines (2,100 downloads).

REGISTERED PARTNERS

- As of August 1, 3,100 partners registered with TourismPartners.com. Of these registrations, 6% were generated in July.

CALL CENTRE

- Calls to the Call Centre in July totalled 61,300, a drop of 9% over July 2002.

- January to June, calls to the Call Centre averaged 26,700 per month. The volume received in July was more than double this amount.

- As well, January to June call volume was down 26% versus the same period last year. July's decrease represented this year's smallest year-over-year decline in call volume. (For each month of this year, calls to the Call Centre have dropped year-over-year.)

- Calls to agents were highest in July on the 29th when they were offered nearly 1,700 calls. Calls for the remainder of July averaged less than 900 per day. The large volume of calls on the 29th may have corresponded to the next day's Rolling Stones SARS benefit concert in Toronto and the upcoming Canadian long weekend.

- In July, 87% of calls were placed by Canadians. Of this, the majority (84%) were made by Ontarians. 13% of calls were placed by Americans. Of this, the majority (66%) were made by those in Ontario's border states.

FULFILLMENT CENTRE

- In July, consumers requested 54,300 fulfillment pieces from OTMPC, an increase of 52% over July 2002. July fulfillment requests were higher than in any July over the past four years.

- Fulfillment pieces were requested by Canadians (84%), Americans (13%) and overseas residents (3%).

- In July, 28% of (or 15,000) fulfillment pieces were ordered online at OntarioTravel.net. This service was not available in July 2002. The increase in fulfillment pieces distributed, therefore, seems to come largely from the ability consumers now have to order guides online.

- As well, OTMPC's summer campaign encouraged consumers to order summer guides. This push was not as strong in OTMPC's 2002 summer campaign.

- In July, consumers requested twice as many Summer Experience and nearly four times as many Summer Events Guides over July 2002.

Top Ten Fulfillment Requests: July 2003

	Fulfillment Piece / Guide	Quantity Distributed
1	Ontario Road Map	8,680
2	Summer Experience Guide	7,018
3	Summer Events Guide	6,051
4	Ontario Reference Guide	5,976
5	Ontario Parks Guide	3,516
6	Ontario Adventure Guide	3,407
7	Summer Getaway Kit	3,022
8	Attractions Ontario Passport	2,982
9	Fish Ontario Guide	1,452
10	Backroads & Getaways Guide	1,413

ONLINE PUBLICATIONS

- In July, OTMPC's Summer Experience and Summer Events Guides were the most downloaded publications from OntarioTravel.net.

ONTARIO Tourism

900 Bay St. 10th Floor Hearst Block Toronto Ontario M7A-2E1

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